

ADVERTISING

Zimmerman undertakes an account-winning task

BY JEFF ZBAR

SPECIAL CORRESPONDENT

To win the **Six Flags Inc.** \$75 million advertising account, **Zimmerman** held a funeral for the theme-park operator.

The Fort Lauderdale ad shop's creative task to try to win the account was to show how it would promote "Fright Fest," Six Flags' annual Halloween-themed fall celebrations. Agency executives staged their two-hour presentation last Thursday at Grace Church in Manhattan's East Vil-

lage.

A horse-drawn hearse carried a coffin holding "Mr. Six," a character created by Six Flags' former agency, Doner. Adorning the church walls were pictures of agency executives dressed as horror characters.

"We buried him," said Jordan Zimmerman, the agency's founder and chairman.

The stunt worked. Zimmerman, owned by Omnicom Group

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Zimmerman

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Local shop wins Six Flags deal

■ ZIMMERMAN

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of New York, last week was named agency of record for creative development and media planning for New York-based Six Flags.

The agency beat out several large New York agencies in the four-month review. Those included J. Walter Thompson, Ogilvy & Mather, Deutsch and BBDO, an agency also owned by Omnicom. Doner did not participate in the review.

The Zimmerman agency already has begun creating new ads supporting the 30 regional parks in the United States, Canada and Mexico. A larger national branding campaign will debut in 2007.

The agency's ideas and business-focused strategies helped win the account, said Wendy Goldberg, Six Flags' senior vice president of communications.

"Zimmerman understood Six Flags as a national brand with regional reach," she said. "And they have great talent and experience focused on bringing the national message as well as regional messaging to activate the local markets where we have our parks."

The win continues the Fort Lauderdale agency's diversification from automotive and retail to an agency capable of handling a wider client list, Zimmerman said. Known as parent Omnicom's retail specialist, the agency will tap its consumer research to drive customer awareness and Six Flags park visitors, he said.

Zimmerman

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